Imation Blu-ray | HD DVD
The next generation

Imation is proud to announce Blu-ray, the format that will change the way television, video and games are experienced. It will also revolutionise data storage for business and home users, thanks to Blu-ray's amazing capacity: Up to 50GB of storage on just one disc!

Suddenly High Definition video recording is a reality; music can be recorded with no loss of quality; games will be far more lifelike and vast amounts of data can be stored on just one disc. With impressive levels of industry support they are going to be the defining formats of the 21st Century. Right now, new High Definition Ready Plasma and LCD TVs are widely available; HD movies are being introduced that will change the way we watch video forever, and with HDTV broadcasts scheduled from early 2006, Imation's launch of Blu-ray could not be more timely.

Features

Blu-ray. The format for everything – When you consider a DVD stores 4.7GB of data, it's obvious that with its staggering 50GB, Imation's new Blu-ray really is the all round format. Suddenly, one disc will take the contents of 10!

Backwards compatibility makes sense – With the introduction of a new format you'd expect to have the problem of no backwards compatibility, not with Blu-ray. CDs and DVDs will play and record on the new Blu-ray drives and recorders whether under the TV or on the computer.

It's what consumers are looking for – Research indicates that consumers are ready to embrace this new technology by nearly four to one when asked to compare it to existing disc formats.

Imation, world-leading manufacturer of Blue technology – Manufacturing Blu-ray is the toughest challenge yet in the field of optical storage. Tolerances are extreme, with track pitches of 0,32µm (1/250 x the width of a human hair!), so achieving consistent results is vital. Imation has risen to this challenge by building on 25 years' experience in optical storage and investing over $10 million in its R&D plant in Oakdale, Minnesota, establishing itself through its own pioneering technology as a world-leading manufacturer of BOTH the new Blue formats!

Comparism

High Definition Format	Blu-ray Disc
Specifications	**Recorder Drive**
Single-layer capacity	25GB
	2 hrs of MPEG2 HD
Dual-layer capacity	50GB
	4 hrs of MPEG2 HD
Disc size	12cm disc compatible with current optical formats and 8cm disc that's ideal for portable high-def recording
Backwards read compatibility	Blu-ray hardware is backwards compatible with current CDs and DVDs
Video codecs	MPEG2, VC-1, MPEG4 AVC high profile
Audio codecs	Dolby Digital, DTS (DTS-HD), PCM
More information	Blu-ray Association

Ordering Information

Description	UIC
BD-R SL 1x-4x 25GB 1 Jewelcase	UIC i24264
BD-R DL 1x-2x 50GB 1 Jewelcase	Coming soon
BD-RE SL 1x-2x 25GB 1 Jewelcase	UIC i26165
BD-RE DL 1x-2x 50GB 1 Jewelcase	Coming soon

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